

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 5
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Report of the Corporate Director Growth and Regeneration		
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RURAL TRANSPORT

1. PURPOSE

- 1.1 This report provides the Committee with information on the rural policies within the recently adopted fourth Local Transport Plan (LTP4) and what actions are in place to achieve those policies. In addition, the report will also provide the Committee with an update on the Budget proposal to increase subsidised bus service funding by a further £100,000.

2. RECOMMENDATIONS

- 2.1 The Committee is asked to note the report and provide comments accordingly.

3. LINKS TO THE SUSTAINABLE COMMUNITY STRATEGY

- 3.1 This report directly contributes to the objectives and outcomes contained in the Sustainable Community Strategy. The vision statements within the Community Strategy have been adopted as the overarching vision for the fourth Local Transport Plan (2016-2021).

- 3.2 The plan has an impact on all communities and is key to bringing forward the following:

- A bigger and better Peterborough that grows the right way - and through truly sustainable development and growth.
- Improves the quality of life of all its people and communities and ensures that all communities benefit from growth and the opportunities it brings.
- Creates a truly sustainable Peterborough, the urban centre of a thriving sub-regional community of villages and market towns, a healthy, safe and exciting place to live, work and visit, famous as the Environment Capital of the UK.

- 3.3 The fourth Local Transport Plan supports the following national indicators:

- NI 168 – Principal road condition.
- NI 169 – Non-principal classified road condition
- NI 47 – Total killed and seriously injured
- NI48 – Child killed and seriously injured
- NI177 – Public transport patronage
- NI178 – Bus punctuality
- NI167 – Congestion

4. BACKGROUND

- 4.1 Improving transport for everyone who lives, works or travels in Peterborough is a priority for the City Council. To enable us to provide the best possible transport service in and around the city,

we produce a Local Transport Plan every five years which sets out how we will tackle existing and future transport issues. LTP4 was adopted at Full Council on 27 January 2016 and will take effect from 1 April 2016.

4.2 The LTP4 supports Peterborough's Core Strategy and City Centre Development Plan Document which form the Council's planning policy and sets out how the city's transport system will support the future growth and development of Peterborough. The LTP4 therefore sets out what the Council aspires to achieve and the mechanisms that will be considered to help meet those objectives.

4.3 LTP4 has a dedicated rural strategy with the vision that "*All journeys made to and from the rural areas to have a sustainable alternative to the private vehicle and to ensure rural environments will be protected from the unnecessary impacts of traffic.*" The rural transport strategy has a number of goals, some of which are:

- To reduce road traffic casualties and collisions in rural areas
- To improve road safety amongst all road users through education, training and publicity
- To engage with schools in rural areas and support individual travel needs to increase safe and sustainable travel on the school journey
- To deliver education, training and publicity to raise awareness of sustainable transport and the benefits of active travel
- To continue to support Call Connect service in rural areas
- Improve rural bus service - demand responsive service
- Enhance public transport opportunity/coverage

4.4 For the purpose of this report the above objectives have been grouped into four categories; road safety, school travel, sustainable travel and passenger transport.

4.5 Road safety

4.5.1 A detailed report, 'Road Safety in Rural Areas', was submitted to the Committee on 3 November 2015 and explained what the Council was doing to reduce road traffic casualties and collisions in rural areas as well as what is being done to improve road safety amongst all road users through education, training and publicity.

The report stated that under section 39 of the Road Traffic Act 1988 local authorities are obliged to carry out studies into accidents and to take such measures as appear appropriate to prevent such accidents, including (amongst other things) providing advice and information, and giving practical training. Local authorities must also prepare and carry out a programme of measures designed to promote road safety.

Casualty data is collected on statutory pro formas by the police attending road traffic collisions. Information is collated, verified and analysed to identify trends and direct resources and develop activities as required.

Table 1 below shows the number of casualties in Peterborough (and % in Rural Wards)

Year	Fatal	Serious	Slight	Total
2012	4 (25%)	80 (27%)	788 (15.6%)	872 (16.3%)
2013	8 (50%)	80 (21%)	695 (15.3%)	783 (16.3%)
2014	4 (50%)	71 (17%)	601 (13.8%)	676 (14.3%)

Although casualties across the Peterborough area are falling, Peterborough is still in the bottom quartile when compared to other authorities. The data suggests Peterborough residents are at greater risk of being involved in a road traffic collision.

Table 2 – comparison to national data 2014 casualties per 100 million vehicle Km

	KSI	Slight	Total
Peterborough	4.2	33.4	37.5
Great Britain	4.9	33.9	38.9

4.5.2 The Council's Road Safety service is part of the Safer Peterborough Partnership, and works with various agencies in terms of prevention, intervention, changing attitude and influencing behaviour. Road Safety links with different partners including Safer Schools Officers, Crime Reduction Officers, Local Police Teams, Fire Service as well as the Tri-Force Road Policing Unit.

Peterborough City Council is a main partner in the Cambridgeshire and Peterborough Road Safety Partnership (CPRSP). The partnership board membership consists of Cambridgeshire County Council, Peterborough City Council, Cambridgeshire Constabulary, Tri-Force Road Policing, Highways England, Cambridgeshire Fire and Rescue, Public Health and Addenbrooks Trauma Unit. The CPRSP has recently gone through a review and new terms of reference, strategy and business plan have been produced to ensure that the board meets its strategic objectives in reducing casualties for all partner agencies.

The Road Safety Service is responsible for delivering a programme of work to reduce and prevent casualties. Data is kept under review and activities developed and adapted as required. Key themes of work include:

4.5.3 **Children and Young People**

The CPRSP has a target to reduce the number of children killed and seriously injured on the roads by 40% by 2020. Over the last 3 years 24 children aged 15 years and under have been seriously injured on Peterborough roads and 169 slightly injured.

Work in primary and secondary schools is targeted in areas where children are more at risk of being involved in accidents. Rural schools across Peterborough are encouraged to take part in the Junior Road Safety Officer Scheme, Pedestrian Training, Scooter Training, as well as the Be Safe Be Seen campaign.

4.5.4 **Young Drivers**

Reducing the number of young drivers injured on our roads is a key theme for the CPRSP. During 2014, 23% of all people killed or seriously injured on our roads were aged between 16 and 25 years. Young drivers are at much higher risk than older drivers. Research shows that the combination of youth and inexperience puts young drivers at risk. Their inexperience means they are less likely to spot hazards and their age means they are more likely to take risks. Data, national research and feedback from events are monitored by the delivery group to keep adapting and developing ideas to assist with engaging with this group.

Various activities delivered by the CPRSP to this age group include:

- Drive to Arrive which is a series of workshops delivered in schools/colleges by various partner agencies.
- A pilot of a large scale young driver event at Huntingdon Race Course which brought together both private and public sector organisations who have an interest in reducing road traffic casualties. The event covered all aspects of driving from choosing an instructor to what happens if it all goes wrong.
- Theatre in Education covering drink and drug driving messages. This was not only delivered in schools but also other organisations with large numbers of young people including the RAF.
- Modified Crash Car, a Ford Focus ST which simulates a crash and which attends various schools/colleges and events across the area as well as the UK National Modified Car Show at the East of England Showground.

As well as targeting young drivers direct, the Road Safety Service also looks at ways to engage with driving instructors and parents of pre/novice drivers. The Service is an accredited provider

for Client Centred Learning and the first course is due to be delivered in the autumn.

4.5.5 **Motorcyclists**

Motorcyclists are 30 times more likely to be killed or seriously injured in crashes than car drivers. Injuries to motorcyclists are out of proportion with their presence on UK roads. Motorcyclists are around 1% of traffic, however during 2014 they accounted for 17% of all KSIs on Peterborough Roads.

Activities delivered during the year include:

- Bike Safe, a training programme delivered by advanced police motorcyclists
- Pit stop and dealership days. Pit Stop days have taken place on the A47
- Attending the National Motorcycle News Show at East of England Showground
- Various publicity campaigns which link with national campaigns including 'Think Bike Think Biker' which is aimed at car drivers

In Peterborough there has also been an increase in the number of riders aged 16 – 19 years injured on mopeds. 'Scooter' days are delivered at Peterborough Regional College which combine skills tests, assessed rides with information about the need for correct equipment. Scooters are also tested to see if they have been de-restricted.

4.5.6 **Publicity Campaigns**

During the year the Road Safety Service ties in with various national and regional road safety campaigns and delivers supporting activities at a local level. This includes the Be Safe Be Seen campaign which last year also saw the launch of the LIT (lights instead of tickets) campaign in Peterborough. Drink Drive, Seatbelts, Mobile Phones, In Car Safety Checks, Winter Driving, and Speed (both urban and rural) which includes the promotion of speed watch and if required the installation of temporary mobile vehicle activated signs and speed surveys are all additional programmes.

In the autumn of 2015, the Department of Transport [DfT] ran its THINK! Country Road campaign which aimed to contribute to a reduction in killed and serious injured casualties on rural roads by reducing drivers' entry speed into bends. Campaign activity will include national radio advertising, video advertising on YouTube, cinema advertising and social media advertising.

4.5.7 **Safety Cameras**

Safety Cameras are operated through the Tri-Force Camera, Collision and Ticket Office. Safety Cameras are used to enforce speeds at locations that have a proven history of excessive speeding and KSI casualties resulting from excessive speed.

There are currently 2 fixed camera sites in the rural area and 3 mobile enforcement sites. There are also a number of community concern sites which are in rural areas, however these sites are currently under review.

4.5.8 **Future opportunities**

Through the CPRSP data and intelligence group more use is being made of the available data. This includes working closely with Addenbrooks Hospital. Changes have been made to the pro forma used by the Police at the scene of an accident to now include the casualty's NHS number. As data starts to come through, the partnership will gain a clearer understanding of serious injuries sustained in a crash, information regarding the person involved, and ongoing health care required. This will allow for more targeted interventions in the future.

Work has been undertaken regarding the demographic profile of drivers committing offences. It is hoped that this data can be used to target different groups with various road safety messages before the individuals cause collisions.

Through the CPRSP income generation opportunities are being explored, including future delivery of driver diversionary courses and opportunities to work with businesses to promote

work-related road safety. Peterborough City Council is an accredited supplier to deliver Client Centred Learning courses to driving instructors on behalf of Road Safety GB.

- 4.5.9 The Road Safety Service works closely with Peterborough Highway Services and provides comments on different engineering schemes which are included in the capital programme of works, including location and design of schemes.

The DfT allocates the Council funding for small integrated transport improvement schemes to improve things such as road safety, public transport, traffic congestion, accessibility, pollution, walking and cycling provisions. The integrated transport block funding enhances the network for all forms of transport and is calculated following assessments/analysis and is linked to the policies in the Long Term Transport Strategy and the Local Transport Plan. A report and a list of proposed schemes are submitted to the Sustainable Growth and Environment Capital Scrutiny Committee on an annual basis.

The Council receives a high number of requests for improvements and with limited budget we score each request based on a number of factors. For example, if an issue was raised about perceived speeding we would collect data on vehicle speeds and accident data and then follow the recommended DfT guidelines on whether or not the issue warrants consideration for a speed reduction scheme. We encourage residents/groups to contact the Council with issues and suggestions because we are keen to make improvements where there is a need and where it is possible to do so.

4.6 **School travel**

The Council is committed to reducing congestion, improving safety and increasing the number of pupils and staff that travel by sustainable modes. To help with this process the Council has developed a School Travel Plan Toolkit which:

- Sets out a range of travel planning measures that could be implemented to reduce car travel and encourage walking and cycling.
- Gives guidance for schools on developing their own travel plans and undertaking travel surveys.

Some of the measures that schools can adopt include:

- Bikeability training, which is the 21st century 'cycling proficiency' that is designed to give children confidence and skills for riding a bike
- Setting up park and stride sites where parents who need to drive their child to school use a designated drop-off area and pupils walk from that area to school.
- Setting up a walking bus which consists of supervised groups of children walking to school with adults along set routes, which stop at pick-up points (or "bus stops") to collect more pupils on the walk to and from school
- Working with the Council to identify what infrastructure is required to promote safe walking, cycling and public transport
- The Road Safety Team has a variety of education and training packages to primary schools which are flexible and adaptable to meet the needs of the school
- A range of information and promotional materials are available
- The Big Pedal which is a nationwide inter-school cycling and scooting competition which encourages children, parents and staff to switch to two wheels for two weeks

Outspoken Training won the Best Behaviour Change Award at the 2015 National Cycling Planning Awards for their work in transforming how Peterborough families get to and from school. The overall aim of the project was to help build a stronger cycling culture within five primary schools and to encourage children, parents and teachers to cycle more often. In just six weeks there was a 263% increase with more than 200 more children cycling to school each day across the five Peterborough schools - Heritage Park, Oakdale, Norwood, Newborough and Castor.

4.7 Sustainable travel

Peterborough has been delivering a successful programme of measures to encourage sustainable travel since 2004. Branded as Travelchoice, the Council has been promoting walking, cycling, public transport, car sharing and more recently ultra low emission vehicles in a number of different ways. This includes information and promotional materials such as the cycle map which covers all of the urban and rural routes including Peterborough's Green Wheel.

The Council works with developers through the travel planning process to ensure that sustainable travel is an important consideration of any new development. There is close working between Public Health and other local organisations, such as Vivacity, to promote the health benefits of active travel.

The Council works with businesses to encourage them to create a travel plan and adopt a range of measures to encourage their staff to travel more sustainably. This could include participating in Peterborough's annual Travel Challenge where individuals and organisations earn points for travelling sustainably, promoting car sharing to their employees, or taking up the Council's business grant scheme where the Council will match fund (50%) up to the value of £5,000 towards the cost and installation of infrastructure which promotes sustainable travel (such as secure cycle parking).

These softer measures are backed up by infrastructure improvements which include footways, cycle ways, crossings, bus stops and road safety schemes as described above in 4.5.7.

4.8 Passenger Transport

The Council has committed to continue to support rural passenger transport services. This includes the Call Connect service which operates to the west of Peterborough and for which a new vehicle was recently purchased by the Council to enhance the service.

The Council has recently signed a 2 year contract extension on the Stagecoach 22 service which is subsidised by the Council and serves Maxey, Etton, Glinton, Peakirk, Milking Nook and Newborough and parts of the urban area of Peterborough. The Council also subsidises the Rural Accessible Dial-a-Ride Service which is available to anyone who lives in the rural area but is unable to use a conventional bus service. The Council allows passengers on the Rural Accessible Dial-a-Ride Service to use their concessionary passes and this is not a statutory right and is not offered by all other councils.

In phase 2 of the Budget, which the Council will consider on 9 March 2016, there is a proposal to invest a further £100,000 in supported bus services. A Cross Party Working Group was established to recommend what additional services should be put in place should the Budget proposal be approved. The recommendations from the Working Group include a retiming of services through the day and an additional evening journey on service 22 to allow residents time to enjoy the evening economy in Peterborough or travel back if arriving later into Peterborough by train.

The Council supports rural bus services by installing new infrastructure. Over the last 3 years 2 shelters have been installed at the following locations: Northborough opposite the Pack Horse and Wittering on Burghley Avenue. In 2016/17, 2 bus shelters will be constructed in Northborough (Lincoln Road near Maxey Road and Lincoln Road adjacent to the Castle).

In addition the Council regularly liaises with bus operators to discuss their services and to see what additional improvements can be made to enhance services and encourage more people to travel by bus. Through the Travelchoice initiative, public transport is promoted utilising a range of measures to try to increase the number of people travelling by bus and thus make it more appealing to operators to provide additional services. However, it should be noted that the Council has very limited ability to increase public transport opportunity and coverage.

5. KEY ISSUES

5.1 The Committee is asked to note that the work described in section 4 meets the following LTP4 objectives:

- To reduce road traffic casualties and collisions in rural areas
- To improve road safety amongst all road users through education, training and publicity
- To engage with schools in rural areas and support individual travel needs to increase safe and sustainable travel on the school journey
- To deliver education, training and publicity to raise awareness of sustainable transport and the benefits of active travel
- To continue to support Call Connect service in rural areas
- Improve rural bus service - demand responsive service
- Enhance public transport opportunity/coverage

6. IMPLICATIONS

6.1 The fourth Local Transport Plan sets out the transport strategy for Peterborough for the next 10 years with a detailed policy and plan for the next 5 years. Some of the key implications are summarised below:

Financial

The LTP4 contains an indicative 5 year spending profile for transport funding but this is not a commitment on the Council to invest such funds.

Legal

It is a statutory requirement that all local transport authorities outside of London produce a Local Transport Plan under the Transport Act 2000, as amended by the Local Transport Act 2008. The Council's current plan, LTP3, expires on 31 March 2016.

Corporate Priorities

LTP4 has been written in line with strategic priorities:

- Drive growth, regeneration and economic development
- Improve educational attainment and skills
- Safeguard vulnerable children and adults
- Implement the Environment Capital agenda
- Support Peterborough's culture and leisure trust Vivacity
- Keep all our communities safe, cohesive and healthy
- Achieve the best health and wellbeing for the city

Environment Capital

LTP4 identifies the Environment Capital as a key aspiration and a number of policies in the document support this vision as well as the goals in the Environment Capital Action Plan.

Community Safety

Road safety and reducing the fear of crime are key goals of LTP4.

Discrimination and Equality

Local Transport Plans are required to have regard to the needs of disabled persons as defined by Section 1 of the Disability Discrimination Act 1995. In addition, the Equalities Act 2010 requires that Council's must have regard to the needs of those persons with protected characteristics in the formulation of policy. LTP4 has had an initial Equality Impact Assessment carried out on it and there are no specific impacts for groups with protected characteristics so a full Equality Impact Assessment is not required.

The document has implications city-wide and is a Statutory and Key document for the Council.

7. CONSULTATION

7.1 The consultation process for the LTP4 started in autumn 2015. In October all stakeholders and interested parties (254 in total) were contacted and sent a leaflet outlining what the proposals were for LTP4. The following lists some of the types of stakeholder and interest groups that were consulted:

- Bus Service providers
- Community Associations
- Councillors
- Disability and Accessibility Groups
- Environment Organisations
- Local Members of Parliament
- Neighbouring Local Authorities
- NHS Trust
- Parish Councils
- Partnering Organisations
- Police and other Emergency Services
- Other local groups for cycling, walking, senior citizens, rail and traders

For residents, hardcopies of the leaflets were available at the Town Hall and Bayard Place.

An extraordinary meeting of the Sustainable Growth and Environment Capital Scrutiny Committee was held on 6 January 2016 to consider the LTP4 as part of the consultation process and make recommendations.

To further publicise the consultation, the council website and social media (Facebook and Twitter) were utilised alongside the placement of an advertisement in the local newspaper, Peterborough Telegraph and coverage on local radio. Dates were then set for consultation 'drop in' events, which were held at the Town Hall.

Table 11 – LTP consultation events

Date	Time
29 October 2015	09:00 to 17:00
4 November 2015	09:00 to 17:00
10 November 2015	09:00 to 17:00
16 November 2015	17:00 to 20:30
19 November 2015	17:00 to 20:30
24 November 2015	17:00 to 20:30

The primary aim of the public consultation events was to give the general public an opportunity to provide feedback as well as asking officers questions regarding the document or transport issues. In addition to this, everyone who attended the consultation events was encouraged to complete the questionnaire. In order to accommodate the needs of everyone there were three events held during the day as well as three in the evening.

8. NEXT STEPS

8.1 That the Committee notes the report.

9. BACKGROUND DOCUMENTS

Used to prepare this report, in accordance with the Local Government (Access to Information) Act 1985

9.1 The fourth Local Transport Plan
Initial Equality Impact Assessment

10. APPENDICES

10.1 n/a